



## **San Diego Convention & Visitors Bureau**

### **Tool Kit**

Below is a list of San Diego Convention & Visitors Bureau departments and programs that can assist San Diego's arts and cultural organizations in marketing their offerings.

For additional information about a specific department or program, please follow-up directly with the designated contacts.

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### **Public Relations**

- Outreach to out-of-market travel media, including newspapers, magazines, TV, radio and on-line, domestically and internationally.
- Publicizes San Diego as a leading leisure and meeting and convention destination.
- Distributes quarterly "What's New in San Diego?" news release to more than 1,300 travel media worldwide.
- News release items include visuals arts, performing arts, special events and more.
- News items should be submitted at least 6 months prior to event.

**Your role:** send news releases and host site inspections to familiarize Public Relations with your facility and offerings.

### **Contacts:**

- Stephenie Medina, [smedina@sdcvb.org](mailto:smedina@sdcvb.org), 619-557-2838, Public Relations Representative, for "What's New" submissions.
- Joe Timko, [jtimko@sdcvb.org](mailto:jtimko@sdcvb.org), 619-557-2812, Director of Public Relations, and Kate Buska, [kbuska@sdcvb.org](mailto:kbuska@sdcvb.org), 619-557-2889, Public Relations Manager, for general department information.

### **Travel Industry Sales**

- Outreach to domestic and international travel agents, tour operators and receptives.
- Sells San Diego as a leading leisure destination.
- Distributes quarterly Travel Industry Sales e-newsletter to more than 3,000 clients worldwide.
- Newsletter items include visuals arts, performing arts, special events and more.
- News items should be submitted at least 6 months prior to event for travel agents, and 1 year prior to event for major tour operators and receptives.

**Your role:** send news releases and host site inspections to familiarize Travel Industry Sales with your facility and offerings.

#### **Contacts:**

- Mariza Kaufman, mkaufman@sdcvb.org, 619-557-2866, Travel Industry Development Representative, for e-newsletter submissions.
  - Brian Said, bsaid@sdcvb.org, 619-557-2883, Director of Travel industry Development, for general department information.
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### **Visitor Services**

- Services 15,000 visitor inquiries per month at the International Visitor Information Center in downtown San Diego and the La Jolla Visitor Center in downtown La Jolla.
- Staff includes full- and part-time employees and 80 volunteers who provide information and suggestions about all the things to see and do in San Diego, including visual arts, performing arts, special events and more.
- Information should be submitted at least 1-2 weeks prior to event.

**Your role:** send news releases and host site inspections to familiarize Visitor Services with your facility and offerings.

#### **Contacts:**

- Sue Mason, smason@sdcvb.org, 619-243-1308, Director of Visitor Services, for general information about Visitor Services.
- Joanna Amaya, jamaya@sdcvb.org, 619-243-1309, Visitor Services Coordinator, for site inspections.

## **Consumer News**

- This e-mail newsletter is distributed monthly to 175,000 opt-in consumers nationwide.
- Newsletter items include visuals arts, performing arts, special events and more.
- News items should be submitted at least 2-3 months prior to event.

**Your role:** send news releases.

### **Contact:**

- Danielle Gano, dgano@sdcvb.org, 619-557-2846, Interactive Marketing Coordinator, for consumer news submissions.
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## **San Diego Art + Sol Website**

**[www.sandiegoartandsol.com](http://www.sandiegoartandsol.com)**

- [www.sandiegoartandsol.com](http://www.sandiegoartandsol.com) is a joint effort between the City of San Diego Commission for Arts & Culture and the San Diego Convention & Visitors Bureau.
- The website averages 10,000 visitors monthly who are specifically seeking arts and cultural offerings.
- The website highlights visuals arts, performing arts, special events and a wide spectrum of cultural offerings.
- Other features include a comprehensive listing of San Diego arts organizations and numerous themed itineraries.
- The website is not restricted to only arts and cultural organizations; for example, a hotel or restaurant featuring a special photography exhibit can be included.
- Items should be submitted at least 3-6 weeks prior to event.

**Your role:** fill out the on-line form and submit events; review current itineraries for updates, and contact the Commission with edits, updates and new itinerary ideas.

### **Contacts:**

- Danielle Gano, dgano@sdcvb.org, 619-557-2846, Interactive Marketing Coordinator, for general inquiries about submitting events.
- Rick Prickett, rprickett@sandiego.gov, 619-236-6808, Consultant, City of San Diego Commission for Arts and Culture, for edits, updates and new itinerary ideas.

## **SDCVB Website**

**[www.sandiego.org](http://www.sandiego.org)**

- [www.sandiego.org](http://www.sandiego.org) averages 275,000 visitors monthly.
- The website highlights arts and cultural organizations that are SDCVB members through its interactive MemberNet program.
- MemberNet's features include a company profile, articles, photos, coupons and short-term public events.
- Audiences include visitors, media, travel agents and tour operators, meeting planners and other Bureau members.

**Your role:** become an SDCVB member; post and edit information regularly on MemberNet.

### **Contact:**

- Brian Hilemon, [bhilemon@sdcvb.org](mailto:bhilemon@sdcvb.org), 619-557-2867, Membership Manager, for inquiries about MemberNet and membership.
  - Nader Shatara, [nshatara@sdcvb.org](mailto:nshatara@sdcvb.org), 619-557-2870, Interactive Marketing Manager, for general inquiries about the Bureau website.
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## **Convention Calendar**

**[www.sandiego.org/MemberNet](http://www.sandiego.org/MemberNet)**

- The downloadable Convention Calendar provides a list of upcoming hotel meetings that are scheduled to take place in San Diego.
- This opportunity allows arts and cultural organizations that are SDCVB members to market their facility as a meeting and special event venue.
- Organizations are encouraged to contact meeting planners at least 3-6 months in advance of their San Diego meeting.

**Your role:** become an SDCVB member; contact meeting planners directly to discuss your facility as a meeting and special event venue.

### **Contact:**

- Brian Hilemon, [bhilemon@sdcvb.org](mailto:bhilemon@sdcvb.org), 619-557-2867, Membership Manager, for inquiries about membership and the convention calendar.